

Message Text

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60

ACTION EUR-25

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 PRS-01 SAJ-01 DODE-00

NIC-01 PM-07 NSC-07 SPC-03 SS-20 CU-04 DRC-01 /104 W

----- 093581

R 261310Z MAR 74

FM AMCONSUL DUSSELDORF

TO USIA WASHDC

INFO AMEMBASSY BONN

SECSTATE WASHDC 2199

AMEMBASSY MOSCOW

AMCONSUL HAMBURG

AMCONSUL FRANKFURT

AMCONSUL STUTTGART

AMCONSUL MUNICH

AMCONSUL BREMEN

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BONN FOR MCKINNEY RUSSELL, USIS

SECSTATE FOR EUR/SOV

USIAC

SUBJ: SOVIET TRADE AND INDUSTRY EXHIBIT IN DUSSELDORF-
THE PUBLIC IMPACT

REF: DUSSELDORF USIAC 0265

1. MEASURED BY THE NUMBER OF VISITORS DURING THE FIRST
WEEKEND (20,000) AND GENERALLY POSITIVE AND FRIENDLY PRESS
REPORTS, THE SOVIET UNION'S TRADE AND INDUSTRY EXHIBIT IN
DUSSELDORF, SCHEDULED TO RUN UNTIL APRIL 7, IS A REMARKABLE
PR/PROPAGANDA SUCCESS. ACCORDING TO THE REGIONAL PRESS
AND DUSSELDORF FAIR AUTHORITIES, THE RESPONSE OF THE GERMAN
PUBLIC AND BUSINESS COMMUNITY HAS EXCEEDED ALL EXPECTATIONS.

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APART FROM ITS BASIC APPEAL TO GERMAN BUSINESSMEN FOR EXPANDED

TRADE AND GENERAL ECONOMIC COOPERATION, THE SOVIET SHOW IS AN IMPRESSIVE ILLUSTRATION OF THEIR TALENT FOR COMBINING THE HARD SELL ("OUR PRODUCTS ARE BETTER AND CHEAPER.") WITH THE MESSAGES OF ACHIEVEMENT IN SPACE AND CULTURE AS WELL AS DEDICATION TO PEACEFUL COEXISTENCE.

2. ALTHOUGH THE RECENT DISCERNIBLE ANTI-SOCIALIST TREND AMONG THE GERMAN ELECTORATE, AS DEMONSTRATED IN COMMUNAL ELECTIONS AND THE ANTI-COMMUNIST SENTIMENTS STIRRED UP BY SOLZHENITSY'S WRITINGS AND STATEMENTS, MAY HAVE CREATED SOME CONCERN BY GUESTS AND ZMDTS DURING THE PREPARATION PERIOD, NOT MUCH IN THE WAY OF ANTI-SOVIET SENTIMENT HAS FOUND EXPRESSION SO FAR APART FROM SOME SCATTERED HOSTILE SLOGANS PAINTED ON WALLS AND BUILDINGS IN THE IMMEDIATE VICINITY OF THE EXHIBIT. THESE HAVE INCLUDED AMNESTY INTERNATIONAL POSTERS INFORMING VISITORS ABOUT THE "10,000 POLITICAL PRISONERS IN THE USSR" AND THE ANNOUNCEMENT THAT NEXT THURSDAY (MARCH 28) AN ORGANIZATION OF CATHOLIC STUDENTS WILL STAGE AN EVENING IN A DUSSELDORF HIGH SCHOOL UNDER THE SLOGAN "WHO CAN PROHIBIT THE SONGS OF FREEDOM?" WHERE POEMS AND WRITINGS OF SOVIET AUTHORS WHO HAVE NO OPPORTUNITY TO EXPRESS THEMSELVES IN THEIR OWN HOME LAND WILL BE RECITED. THE CHIEF EDITOR OF A LEADING GERMAN DAILY (NEUE RUHR/NEUE RHEIN ZEITUNG, ESSEN) IN AN ADITORIAL ON THE SOVIET EXHIBIT, RAISED THE QUESTION OF WHETHER GERMANY WILL BE GRANTED THE SAME FREEDOM FOR TOUTING THE ECONOMIC AND OTHER VIRTUES OF THE FRG WHEN IT PRESENTS A SIMILAR EXHIBIT IN MOSCOW IN OCTOBER 1974. THE EDITORIAL WENT ON TO NOTE THAT, IN THE PAST, THE SOVIETS WERE "BUREAUCRATIC" AND "AFRAID" WHEN IT CAME TO THE DISSEMINATION OF THE PRINTED WORD.

3. ALTHOUGH OT "DIRECTLY" LINKED TO THE EXHIBIT, THE ANNOUCEMENT THAT AGREEMENT HAD BEEN REACHED ON THE RUSSO/GERMAN "KURSH-PROJECT", UNDER WICH A GROUP OF THREE WEST-GERMAN INDUSTRIAL COMPANIES (SALZGITTER AG, KORF-STAHL AG AND FRIED. KRUFF GMBH) WILL BUILD "THE WORLD'S LARGEST AND MOST MODERN STEEL PLANT" IN THE KURSK AREA OF THE SOVIET UNION"COINCIDED"WITH THE OPENING OF THE EXHIBIT AND DOUBTLESSLY ADDED TO THE IMPACT AND PRESTIGE OF THE EVENT. THIS AGREEMENT REPRESENTS A MAJOR TANGIBLE RESULT OF GERMAN-RUSSIAN ECONOMIC COOPERATION. WIDESPREAD CRITICISM LIMITED OFFICIAL USE

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ON THE PART OF THE CDU/CSU OPPOSITION TO THIS PROJECT, WHICH CLAIMED THAT THE FRG IS INDIRECTLY PROMOTING AND SPEEDING UP SOVIET ARAMENT BY THE CONSTRUCTION OF THIS STEEL PLANT AND THAT THE SOVIET UNION WOULD BE GRANTED INTEREST RATES WHICH WESTERN COUNTRIES COULD ONLY DREAM OF, WERE PARTLY DISPELLED LAST WEEKEND WHEN THE GERMAN GOVT ANNOUNCED THAT THE COSTS OF THE FIRST STAGE OF THE PROJECT, AMOUNTED TO 2.5 BILLION DM, WILL BE PAID IN CASH.

4. APART FROM THE CRITICAL VOICES NOTED IN PARAGRAH 2, ABOVE, THE OVERALL RECEPTION OF THE SOVIETS IN DUSSELDORF HAS BEEN ONE OF FRIENDLY CURIOSITY AND THE STATEMENT OF THE MAYOR THAT "THE OVERWHELMING AMJORITY OF THE GERMAN POPULATION DESIRES FRIENDLY COOPERATION WITH THE SOVIET UNION" IS A NOT UNREALISTIC SUMMARY OF PUBLIC ATTITUDE. THE SOVIET EXHIBIT IS A CAREFULLY ORCHESTRATED AND MAJOR EFFORT TO GET ACROSS HE MESSAGE OF THE ADVANTAGES OF CLOSE ECONOMIC, POLITICAL AND CULTURAL COOPERATION BETWEEN THE BUNDES-REPUBLIK AND THE SOVIET UNION. AN INITIAL READING MUST BE THAT THIS MESSAGE IS COMING THROUGH LOUD AND CLEAR TO THE GENERAL PUBLIC AND THE GERMAN BUSINESS COMMUNITY. FISHER

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